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ABSTRACT

The marketing of alcohol products in African-American communities has, on occasion, stirred national controversy and met with fierce resistance from African Americans and others. Despite occasional media and community spotlights on the marketing of alcohol products in the African-American community, there has been no systematic review of the industry's advertising directed to the nation's second-largest minority. The Center on Alcohol Marketing and Youth (CAMY) commissioned Virtual Media Resources (VMR) to audit the exposure of African-American youth to alcohol advertising in magazines and on radio and television in 2002. In previous reports, the Center has found widespread and pervasive overexposure of all youth to alcohol advertising in magazines and on television and radio. In this context of youth being more likely than adults to see much of alcohol advertising, this analysis compares the exposure of African-American youth to that of non-African-American youth, and the Center finds that African-American youth were even more overexposed to alcohol advertising than non-African-American youth. Specifically, the Center found that in 2002: alcohol advertising was placed on all of the television programs most popular with African-American youth; alcohol advertising in magazines overexposed African-American youth compared to non-African-American youth, reached underage African Americans more effectively than young adult African Americans, and exhibited significant concentration of brands and magazines; and alcohol advertising on radio overexposed African-American youth compared to non-African-American youth and was concentrated in two formats and five markets. Appendixes include sources and methodology and a glossary of advertising terms. (GCP)

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ED 477 966

Exposure of African-American Youth to Alcohol Advertising

Report of the Center on Alcohol Marketing and Youth

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EXPOSURE OF AFRICAN-AMERICAN YOUTH TO ALCOHOL ADVERTISING

Executive Summary

The marketing of alcohol products in African-American communities has, on occasion, stirred national controversy and met with fierce resistance from African Americans and others. Charges of over-concentration of alcohol billboards in African-American neighborhoods have prompted protests and legislative fights in Chicago, Milwaukee, Baltimore, Los Angeles and elsewhere.[1] Battles over the heavy marketing to the African-American community of malt liquor, a stronger-than-average beer, resulted in the banning of one new brand, PowerMaster, in the summer of 1991, and fines against the makers of another, St. Ides Malt Liquor, by the states of New York and Oregon, for advertising practices that allegedly targeted youth and glamorized gang activity.[2]

These local actions have also extended to efforts to reduce the availability of alcohol by restricting or shutting down alcohol outlets in numerous cities, including Chicago,[3] Los Angeles[4] and Oakland.[5] They have garnered occasional attention in the mainstream news media and prominent spokespersons such as former Surgeon General Antonia Novello, who made the issue of alcohol marketing in African-American and Hispanic communities a focus during her tenure.

Despite these occasional media and community spotlights on the marketing of alcohol products in the African-American community, there has been no systematic review of the industry's advertising directed to the nation's second-largest minority. The Center on Alcohol Marketing and Youth (CAMY) commissioned Virtual Media Resources (VMR) to audit the exposure of African-American youth to alcohol advertising in magazines and on radio and television in 2002. In previous reports, the Center has found widespread and pervasive overexposure of all youth[6] to alcohol advertising in magazines and on television and radio. In this context of youth being more likely than adults to see much of alcohol advertising, this analysis compares the exposure of African-American youth to that of non-African-American youth, and the Center finds that African-American youth were even more overexposed to alcohol advertising than non-African-American youth.

1 See e.g., D. Jernigan and P. Wright, eds., *Making News, Changing Policy: Using Media Advocacy to Change Alcohol and Tobacco Policy* (Rockville, MD: Center for Substance Abuse Prevention, 1994); B. Gallegos, *Chasing the Frogs and Camels out of Los Angeles: The Movement to Limit Alcohol and Tobacco Billboards: A Case Study* (San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems, 1999).

2 D. Jernigan and P. Wright, eds., *Making News, Changing Policy*.

3 A. Tate, "Revitalizing Roseland: Chicago Church Takes on Liquor Industry," in *Case Histories in Alcohol Policy*, ed. J. Streicker (San Francisco: San Francisco General Hospital, 2000), 75-98.

4 M. Lee, *Drowning in Alcohol: Retail Outlet Density, Economic Decline, and Revitalization in South L.A.* (San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems, 1998).

5 J.F. Mosher and R.M. Works, *Confronting Sacramento: State Preemption, Community Control, and Alcohol-Outlet Blight in Two Inner-City Communities* (San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems, 1994).

6 For this report, unless otherwise noted, youth are defined as persons ages 12-20, and adults are defined as persons age 21 and over. Overexposure is defined as greater exposure to the advertising by a given segment of the population, relative to their proportion of the total population, resulting in a higher likelihood that members of that population will see, hear or read the advertising. Prior CAMY reports are available at www.camy.org/research/.

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The Center on Alcohol Marketing and Youth

June 19, 2003

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Specifically, the Center finds that in 2002:

- **Alcohol advertising was placed on all 15 of the television programs most popular with African-American youth.** Alcohol advertisers spent $11.7 million in 2002 to place ads on all 15 of the programs most popular with African-American youth,[7] including *Bernie Mac, The Simpsons, King of the Hill, My Wife and Kids,* and *The Wonderful World of Disney.*

- **Alcohol advertising in magazines overexposed African-American youth compared to non-African-American youth, reached underage African Americans more effectively than young adult African Americans, and exhibited significant concentration of brands and magazines.**

  — Compared to non-African-American youth, African-American youth saw 66% more beer and ale and 81% more distilled spirits magazine advertisements in 2002, and 45% more magazine advertisements for malternatives, alcopops and other "low-alcohol refreshers."[8] This means that 96% of African-American youth, on average, saw 171 alcohol ads, whereas 83% of non-African-American youth, on average, saw 111 ads.

  — For beer, distilled spirits and the so-called low-alcohol refreshers, alcohol advertising in magazines reached more of the African-American underage audience with more ads than it reached African-American young adults, ages 21-34. The alcohol industry routinely refers to 21-34 year-olds as its target audience.[9]

  — Fifteen alcohol brands accounted for more than half of the magazine advertising reaching underage African-American youth, and the alcohol industry placed 80% of its advertising reaching this audience in 13 publications.

- **Alcohol advertising on radio overexposed African-American youth compared to non-African-American youth and was concentrated in two formats and five markets.**

  — African-American youth heard 12% more beer advertising and 56% more ads for distilled spirits than non-African-American youth.[10]

  — Two formats — Urban Contemporary and Rhythmic Contemporary Hit—accounted for almost 70% of the alcohol advertising reaching underage African-American youth on radio.

  — Five radio markets—New York, Chicago, Los Angeles, Houston-Galveston, and Washington, D.C.—accounted for more than 70% of the alcohol advertising reaching underage African-American youth.

Why the Concern

Alcohol is the drug most widely used by African-American youth.[11] Although African-American youth drink less than other youth (according to the National Household Survey on Drug Abuse, 19.8% of African Americans between 12 and 20 used alcohol in the past 30 days, compared to 31.6% of whites, and 10.5% of African-American youth reported "binge" drinking in the past month, compared to 21.7% of whites),[12] as they age, African Americans suffer more from alcohol-related diseases than other groups in the population. The age-adjusted death rate from alcohol-related diseases for non-Hispanic African Americans is 31% greater than for the general population.[13] National surveys have found that while frequent heavy drinking among white 18-29 year-old males dropped between 1984 and 1995, rates of heavy drinking and alcohol problems remain-ed high among African Americans in the same age group.[14]

Alcohol use contributes to the three leading causes of death among African-American 12-20 year-olds: homicide, unintentional injuries (including car crashes), and suicide.[15] Research has shown that young people who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who wait until age 21 to become drinkers, while those who start

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[7] These are the fifteen prime time, regularly-scheduled programs drawing the largest numbers of African-American youth in November 2002.

[8] Many of the beverages in this category contain 5% alcohol, more than most beers.

[9] See e.g., Howard Riell, "Half Full or Half Empty?," *Beverage Dynamics*, 112, no. 3 (May 1, 2002): 8; Rebecca Zimoch, "Malternatives: A new brew rides to the rescue," *Grocery Headquarters 68*, no. 4 (April 1, 2002): 83; Sarah Theodore, "Beer's on the up and up," *Beverage Industry* 92, no. 4 (April 1, 2001): 18.

[10] Radio data are based on a sample drawn from one weekday per week in 19 markets by Media Monitors Incorporated (MMI).

[11] J.M. Wallace Jr. et al., "The Epidemiology of Alcohol, Tobacco and Other Drug Use among Black Youth," *Journal of Studies on Alcohol* 60 (1999): 800-809.

[12] National Institute on Drug Abuse, *The NHSDA Report: Alcohol Use by Persons Under the Legal Drinking Age of 21* (Rockville, MD: Office of Applied Studies, Substance Abuse and Mental Health Services Administration, 9 May 2003).

[13] A.M. Miniño et al., "Deaths: Final Data for 2000," *National Vital Statistics Reports* 50, no. 15 (2002): Table 27.

[14] R. Caetano, C.L. Clark, "Trends in Alcohol-Related Problems among Whites, Blacks, and Hispanics: 1984-1995," *Alcoholism: Clinical and Experimental Research* 22, no. 2 (1998): 534-538.

[15] National Center for Health Statistics Vital Statistics System, "10 Leading Causes of Death, United States 2000, Black, Both Sexes," in *WISQARS Leading Causes of Death Reports, 1999-2000*, <http://webapp.cdc.gov/sasweb/ncipc/leadcaus10.html> (cited 18 May 2003); American Medical Association, "Facts about Youth and Alcohol," <www.ama-assn.org/ama/pub/category/3566.html> (cited 8 April 2003).

to drink prior to age 14 are more likely to experience alcohol-related injury.[16]

African-American youth culture already abounds with alcohol products and imagery. A content analysis of 1,000 of the most popular songs from 1996 to 1997 found that references to alcohol were more frequent in rap (47% of songs had alcohol references) than other genres such as country-western (13%), top 40 (12%), alternative rock (10%), and heavy metal (4%); and that 48% of these rap songs had product placements or mentions of specific alcohol brand names.[17] Rap music videos analyzed around the same time contained the highest percentage of depictions of alcohol use of any music genre appearing on MTV, BET, CMT and VH-1.[18] An analysis of alcohol depictions in rap music found that alcohol use was portrayed as conveying elements of disinhibition, rebellion, identity, pleasure, sensuality, and personal power.[19]

African-American youth are increasingly viewed by marketers as trendsetters for the entire youth population. While inner-city African Americans ages 15 to 19 were only 8% of all teens in the mid-1990s, "...for most of the 1990s, hordes of suburban kids—both black and white—have followed inner-city idols' [*sic*] in adopting everything from music to clothing to language.... Targeting this relatively small group of teens may open the door to the larger, more affluent, white, suburban market."[20]

The Federal Trade Commission (FTC) has noted that, "while many factors influence an underage person's drinking decisions, including among other things parents, peers, and media, there is reason to believe that advertising plays a role."[21] Research studies have found that exposure to and liking of alcohol advertisements affect young people's beliefs about drinking, intentions to drink, and actual drinking behavior.[22]

Center on Alcohol Marketing and Youth

www.camy.org

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among young people requires using the public health strategies of limiting the access to and the appeal of alcohol to underage persons.

The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

Virtual Media Resources

The Center commissioned Virtual Media Resources to conduct this analysis. Virtual Media Resources is a media research, planning, market analysis and consulting firm based in Natick, Massachusetts, serving communications organizations and marketers in a wide variety of market segments and media. VMR was established in 1992 to provide an independent research firm serving advertising agencies, and has grown to service over 100 clients across the United States and Canada, including retail, publishing, financial, automotive, public health and other fields.

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[16] B.F. Grant and D.A. Dawson, "Age at Onset of Alcohol Use and Its Association with DSM-IV Alcohol Abuse and Dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey," *Journal of Substance Abuse* 9 (1997): 103-110; R. Hingson et al, *Age of Drinking Onset and Unintentional Injury Involvement after Drinking* (Washington, DC: National Highway Traffic Safety Administration, Jan. 2001).

[17] D.F. Roberts et al., *Substance Use in Popular Movies and Music* (Rockville, MD: Center for Substance Abuse Prevention, 1999).

[18] R.H. DuRant et al., "Tobacco and Alcohol Use Behaviors Portrayed in Music Videos: A Content Analysis," *American Journal of Public Health* 87, no. 7 (1997): 1131-1135.

[19] D. Herd, "Contesting Culture: Alcohol-Related Identity Movements in Contemporary African-American Communities," *Contemporary Drug Problems* (Winter 1993): 739-758.

[20] M. Spiegler, "Marketing Street Culture: Bringing Hip-Hop Style to the Mainstream," *American Demographics* (November 1996), 30, 34.

[21] Federal Trade Commission, *Self-Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers* (Washington, DC: FTC, 1999), 4.

[22] Joel Grube, "Television Alcohol Portrayals, Alcohol Advertising and Alcohol Expectancies among Children and Adolescents," in *Effects of the Mass Media on the Use and Abuse of Alcohol*, eds. S.E. Martin and P. Mail (Bethesda: National Institute on Alcohol Abuse and Alcoholism, 1995), 105-121; S.E. Martin et al, "Alcohol Advertising and Youth," *Alcoholism: Clinical and Experimental Research* 26, no. 6 (2002): 900-906.

About This Report

This report is based on data sources and methods that are available to ad agencies and advertisers as they make their decisions about where to place their advertising. VMR used industry-standard sources and adhered to industry-standard methodologies in conducting this analysis. Advertising occurrence and expenditure data came from TNS Media Intelligence/CMR (formerly known as Competitive Media Reporting or CMR) and Media Monitors Inc. (MMI). Audience data for magazines came from Simmons Market Research Bureau (SMRB), drawing on their national adult and teen surveys published in the fall of 2002, with a combined total of 22,362 respondents. Audience data for radio came from Arbitron Ratings, based on a total of 441,389 respondents. Additional data on television and magazine audiences for this report came directly from networks and magazines.

The measures in this report are standard to the advertising research field but may not be familiar to the general reader. "Reach" refers to the percentage of a target population that has the potential to see an ad or a campaign through exposure to selected media. "Frequency" indicates the number of times individuals are exposed to an ad or campaign, and is most often expressed as an average number of exposures. "Gross rating points" or "GRPs" are the product of reach and frequency, and as such are a standard measure of total advertising exposure. Further information on sources and methodology used may be found in Appendix A. Appendix B provides a glossary of advertising research terminology.

Introduction

This report represents the first effort to quantify the exposure of African-American youth to alcohol advertising compared to all other youth. African-American youth are slightly over-represented in the general youth population (36% of African Americans are under 21 versus only 30% of the general population).[23] They are also more likely to attend to the measured media of television, radio and magazines on which this report focuses. In fact, 40% of African-American teens ages 12-17 and 35.1% of African Americans ages 18-20 are among the most frequent magazine readers, versus 19.2% and 19.7% of non-African Americans in these age groups.[24] African-American teens ages 12-17 listen to more than 18 hours of radio per week on average, compared to 13.5 hours for all teens.[25] And 30% of African-American teens are among the most frequent TV viewers (the top TV-viewing quintile) versus 21.1% of non-African-American teens.[26]

In general, most magazines and radio stations appeal to relatively narrow segments of the population. This report's analysis focuses on these two media more than on television, which is a medium whose channels and networks appeal for the most part to a much broader (and thus less targeted) audience.

Magazines

CAMY has previously documented that youth in general are overexposed to alcohol advertising in magazines.[27] This report uses the Simmons Market Research Bureau Adult Fall 2002 and Teen 2002 National Consumer Surveys. These commercially available market research surveys draw on responses to a mailed questionnaire completed by a national probability sample of 22,362 respondents. Based on these sources, in 2002 youth in general saw 20% more advertising than adults for all alcohol and 26% more advertising than adults for distilled spirits, the largest category of magazine alcohol advertising.[28] In this context of general overexposure, African-American youth were even more overexposed than other youth.

Gross rating points are a standard measure of exposure in the advertising research field, representing the number of exposures required to reach a desired portion of a population a desired number of times (e.g., 200 GRPs may be the number of exposures required to

[23] U.S. Census Bureau, "Table 1: Total Population by Age, Race, and Hispanic or Latino Origin for the United States: 2000," in *Population by Age, Sex, Race, and Hispanic or Latino Origin for the United States: 2000* (PHC-T-9), 3 Oct 2001, <http://www.census.gov/population/www/cen2000/phc-t9.html> (cited 9 June 2003).

[24] Simmons Market Research Bureau Adult Fall 2002 and Teen 2002 National Consumer Surveys.

[25] Radio Advertising Bureau, *Radio Marketing Guide and Factbook for Advertisers*, 2002-2003 ed. (New York: Radio Advertising Bureau, 2002), 8-9.

[26] Simmons Market Research Bureau Adult Fall 2002 and Teen 2002 National Consumer Surveys.

[27] Center on Alcohol Marketing and Youth, *Overexposed: Youth a Target of Alcohol Advertising in Magazines* (Washington, DC: Center on Alcohol Marketing and Youth, 2002).

[28] Because the national broadcast television networks continue voluntarily to bar distilled spirits advertising (although it is permitted by cable and local television outlets), distilled spirits advertisers tend to advertise much more heavily in magazines than beer or wine producers.

reach 50% of a population four times, or 80% of that same population 2.5 times). In the tables below, ratios of gross rating points (GRPs) that are greater than one (1.00) show overexposure of African-American youth in comparison with non-African-American youth. Thus, African-American youth saw 77% more alcohol advertising in national magazines than did non-African-American youth. Compared to non-African-American youth, African-American youth saw 66% more advertising for beer and ale, 81% more advertising for distilled spirits, 45% more advertising for low-alcohol refreshers such as Smirnoff Ice and Mike's Hard Lemonade, and 65% more advertising for wine brands.

Table 1: African-American vs. Non-African-American Youth Overexposure in Magazines, 2002

			12-20 Gross Rating Points		
Beverage Type	**Ads**	**Dollars**	**African-American**	**Non-African-American**	**Ratio**
Beer and Ale	271	$ 32,395,061	1,947	1,173	1.66
Distilled Spirits	2,628	$ 252,953,584	13,225	7,319	1.81
Low-Alcohol Refreshers	91	$ 9,883,894	669	462	1.45
Wine	501	$ 37,566,688	499	302	1.65
Total	**3,491**	**$ 332,799,227**	**16,339**	**9,256**	**1.77**

Sources: TNS Media Intelligence/CMR 2002, SMRB Adult Fall 2002 and Teen 2002

The frequency of exposure of African-American youth to alcohol advertising in magazines was also substantially greater than that for non-African-American youth. While 83% of non-African-American youth saw 111 alcohol ads in magazines, 96% of African-American youth saw 171 alcohol ads in national magazines in 2002.

Table 2: Youth Reach and Frequency in Magazines, 2002

	Reach and Frequency: Youth Ages 12-20					
	African-American Youth			Non-African-American Youth		
Beverage Type	**Reach**	**Freq.**	**GRPs**	**Reach**	**Freq.**	**GRPs**
Beer and Ale	84.7%	23.0	1,947	66.5%	17.6	1,173
Distilled Spirits	95.4%	138.6	13,225	82.5%	88.7	7,319
Low-Alcohol Refreshers	72.1%	9.3	669	54.0%	8.6	462
Wine	44.7%	11.1	499	36.5%	8.3	302
All Alcohol	**95.6%**	**170.9**	**16,339**	**83.3%**	**111.1**	**9,256**

Sources: TNS Media Intelligence/CMR 2002, SMRB Adult Fall 2002 and Teen 2002

Within the African-American community itself, youth were more likely to see alcohol ads in magazines than adults, and in fact were exposed to more alcohol advertising than any other age group. While 21-34 is often the stated target of alcohol advertisers,[29] African-American youth ages 12-20 saw slightly more ads than African-American young adults. These youth also saw substantially more ads than older African-American adults (often the generation of their parents): among African Americans, adults age 35+ saw an average of 139 ads, versus the 171 seen by youth.

[29] See footnote 9.

Table 3: African-American Reach and Frequency in Magazines, 2002

Beverage Type	Reach and Frequency: African-American Youth and Adults											
	Youth Ages 12-20			Adults Age 21+			Young Adults Ages 21-34			Adults Age 35+		
	Reach	Freq.	GRPs	Reach	Freq.	GRPs	Reach	Freq.	GRPs	Reach	Freq.	GRPs
Beer and Ale	84.7%	23.0	1,947	60.5%	18.6	1,275	70.3%	20.5	1,561	55.6%	17.4	1,156
Distilled Spirits	95.4%	138.6	13,225	86.7%	120.9	10,918	89.3%	135.8	12,918	84.1%	114.0	10,084
Low-Alcohol Refreshers	72.1%	9.3	669	34.2%	9.3	407	53.6%	9.8	598	26.5%	9.0	327
Wine	44.7%	11.1	499	56.6%	19.8	1,085	57.1%	18.3	1,102	57.0%	20.1	1,078
Total	**95.6%**	**170.9**	**16,339**	**90.0%**	**149.0**	**13,685**	**91.4%**	**168.5**	**16,178**	**88.8%**	**138.9**	**12,645**

Sources: TNS Media Intelligence/CMR 2002, SMRB Adult Fall 2002 and Teen 2002

Fifteen brands, all of which exposed African-American youth to more advertising in magazines than non-African-American youth, accounted for more than half of the total exposure of African-American youth to alcohol advertising in magazines and spent nearly $120 million to place more than 1,100 advertisements in those magazines.

Table 4: Top 15 Alcohol Brands Overexposing African-American Youth in Magazines, 2002

Brand	Ages 12-20 GRPs			% African-American Youth GRPs	Cumulative % of A-A Youth GRPs	2002 Alcohol Advertising	
	African-American	Non-African-American	Ratio			Ads	Dollars
Crown Royal Whiskey	797	309	2.58	4.9%	4.9%	125	$ 10,568,692
Jack Daniel's Single Barrel Tennessee Whiskey	783	579	1.35	4.8%	9.7%	115	$ 14,724,697
Absolut Vodka	765	445	1.72	4.7%	14.4%	178	$ 18,550,754
Miller Lite Beer	748	405	1.85	4.6%	18.9%	72	$ 10,270,836
Rums of Puerto Rico	614	447	1.37	3.8%	22.7%	82	$ 8,014,323
Bacardi Flavored Rums	554	268	2.06	3.4%	26.1%	95	$ 7,899,437
Jim Beam Kentucky Straight Bourbon Whiskey	543	436	1.25	3.3%	29.4%	96	$ 11,603,435
Jose Cuervo Especial Tequila	497	357	1.39	3.0%	32.5%	87	$ 9,719,906
Captain Morgan Spiced Rum	480	282	1.70	2.9%	35.4%	66	$ 7,577,420
Grand Marnier Liqueur	476	112	4.25	2.9%	38.3%	49	$ 4,452,464
Christian Brothers Brandy	471	44	10.66	2.9%	41.2%	14	$ 656,285
Hennessy Very Special Cognac	453	74	6.11	2.8%	44.0%	38	$ 2,634,905
Stolichnaya Vodkas	393	276	1.43	2.4%	46.4%	69	$ 8,071,210
Seagram's Extra Dry Gin	382	54	7.01	2.3%	48.7%	14	$ 1,142,929
Heineken Beer	378	177	2.13	2.3%	51.0%	25	$ 3,537,295
Total of leading brands by youth exposure	8,336	4,265	1.95	51.0%		1,125	$ 119,424,588
All other	8,003	4,991	1.60	49.0%		2,366	$ 213,374,639
Total	**16,339**	**9,256**	**1.77**	**100.0%**		**3,491**	**$ 332,799,227**

Sources: TNS Media Intelligence/CMR 2002, SMRB Adult Fall 2002 and Teen 2002

The table above ranks brands by total number of African-American youth GRPs. When ranked by ratio of overexposure, five of the ten brands most likely to overexpose African-American youth to their magazine advertising relative to other youth were cognacs or brandies: Hennessy Privilege VSOP Cognac, Christian Brothers Brandy, Hennessy VSOP Cognac, Martell Cordon Bleu Cognac, and Remy Martin Cognacs.[30]

Alcohol advertisers concentrated the advertising that overexposed African-American youth in 13 magazines accounting for 80% of the exposure of African-American youth to alcohol advertising in magazines in 2002. Of these 13, all except *Rolling Stone* exposed African-American youth to alcohol ads more effectively than non-African-American youth.

Table 5: National Magazines with Largest African-American Youth Audiences for Alcohol Ads, 2002

Publication	12-20 Gross Rating Points		% of African-American Youth Exposure	Cumulative % of African-American Youth Exposure
	African-American	Non-African-American		
Sports Illustrated	2,951	1,800	18%	18%
Vibe	2,032	239	12%	30%
Cosmopolitan	1,297	1,097	8%	38%
ESPN The Magazine	1,139	857	7%	45%
Jet	1,094	96	7%	52%
Rolling Stone	989	1,078	6%	58%
Entertainment Weekly	869	562	5%	63%
Ebony	718	47	4%	68%
In Style	532	426	3%	71%
Playboy	406	385	2%	74%
GQ	403	94	2%	76%
Essence	332	14	2%	78%
People	325	308	2%	80%

Sources: TNS Media Intelligence/CMR 2002, SMRB Adult Fall 2002 and Teen 2002

Unmeasured Magazines: A Case Study

This report has focused on magazines that are measured and reported by major media research sources. These sources cannot keep up with the proliferation of new magazines, some of which have large numbers of African-American youth among their readerships. Among these unmeasured magazines, for instance, is *XXL*, which debuted in 1997 and has a circulation of more than 216,000[31] and a reported readership of more than two million.[32] More than two-thirds of its readers are African-American, while 43.4% are under age 21.[33] In 2002, *XXL*, a monthly, had 33 alcohol ads.[34] Data from the Audit Bureau of Circulations and *XXL*'s own readership survey were used to calculate GRPs generated by these ads. This analysis showed that African-American youth were significantly overexposed in *XXL*. This advertising generated 330 African-American youth GRPs, 31 non-African-American youth GRPs, and 113 African-American adult (age 21+) GRPs.[35]

[30] TNS Media Intelligence/CMR 2002, SMRB Adult Fall 2002 and Teen 2002.

[31] Audit Bureau of Circulations, "Magazine Publisher's Statement 12/31/2002" (Schaumburg, IL: Harris Publications, Inc., 2003).

[32] Calculated from Audit Bureau of Circulations, "Magazine Publisher's Statement 12/31/2002" and *XXL* Readership Survey 2001-2002, 17.

[33] *XXL* Readership Survey 2001-2002, 2-3.

[34] Based on manual count of all alcohol ads in all *XXL* issues in 2002.

[35] Simmons Market Research Bureau (for total population estimates); Audit Bureau of Circulations, "Magazine Publisher's Statement 12/31/2002" (for circulation figures); *XXL* Readership Survey 2001-2002 (for estimates of readers-per-copy, data on race and age of readership); VMR visual inspection (for number of ads).

Radio

Spot radio, or radio advertising purchased on individual stations, is the primary form of radio advertising of alcoholic beverages in the United States.[36] From analyzing spot radio in 2001 and 2002, CAMY has previously found that youth overall were exposed to 8% more beer and ale advertising than adults 21 and over, 14% more advertising for distilled spirits, and 12% more advertising for low-alcohol refreshers.[37] This report looks solely at 2002. There is no source providing advertising occurrence data for all radio stations in the nation, so the estimates of youth exposure below represent a sample, relying on two principal sources. Media Monitors Inc. (MMI) samples radio advertising occurrences at the brand and/or company level in 19 markets on one weekday per week in each market, between 6 a.m. and 7 p.m. or 11 p.m. depending upon the market. Arbitron Ratings measures African-American and general population audiences in 18 of these markets.[38]

Based on these data, the Center finds that spot radio was a significant source of African-American youth overexposure to alcohol advertising in 2002. Using GRPs as a measure of advertising exposure, distilled spirits advertisers reached African-American youth 56% more effectively than non-African-American youth, while marketers of beer and ale reached African-American youth 12% more effectively. Both of these overexposed youth populations in general as well as overexposing African-American adults relative to non-African-American adults.

Table 6: Spot Radio Alcohol Advertising Exposure by Beverage Category, All Ages and Populations, 2002[39]

	12-20 GRPs			21+ GRPs		Total GRPs	
Beverage Category	African-American	Non-African-American	Ratio	African-American	Non-African-American	12-20	21+
Beer and Ale	1,473	1,311	1.12	1,399	1,196	1,341	1,225
Distilled Spirits	485	311	1.56	565	228	343	276
Low-Alcohol Refreshers	143	229	0.63	126	189	213	180
Wine	42	44	0.96	183	211	43	207
Total	2,144	1,895	1.13	2,273	1,823	1,940	1,888

Sources: MMI 2002, Arbitron 2002 (19 market total)

Nearly 70% of African-American youth exposure came on two formats: Urban Contemporary and Rhythmic Contemporary Hit.[40]

[36] TNS Media Intelligence/CMR 2002, Miller-Kaplan Associates (MKA). N.B. Network radio, or advertising purchased on groups of stations or through multiple-station programming, represents a much smaller proportion of radio advertising than spot radio (less than 10% of spot radio expenditures on alcohol advertising, according to CMR and MKA), and is not reliably tracked for specific advertising occurrences. Network radio is not included in this analysis as it was not possible to match commercial occurrences to specific audience ratings.

[37] Center on Alcohol Marketing and Youth, *Radio Daze: Alcohol Ads Tune in Underage Youth* (Washington, DC: Center on Alcohol Marketing and Youth, 2003), 5.

[38] African-American audiences are not measured by Arbitron in Honolulu, one of the MMI markets. Given the small size of the Honolulu market, this omission does not bias the results of the analysis.

[39] Excludes 7,131 commercial occurrences (out of a total of 45,706) for which MMI assigned parent company but gave no brand information.

[40] *Urban Contemporary* is usually listed simply as "urban" and is also known as R&B (rhythm and blues). The Urban Contemporary musical genre reflects a large number of African-American music recording artists with such music as rap, hip-hop, house, soul and new artists. Urban formats are generally aimed at younger audiences. Artists include 50 Cent, Aaliya, Jennifer Lopez, Ja Rule, Dru Hill, Nelly, and Snoop Dogg. *Rhythmic Contemporary Hit* (CHR-rhythmic) stations play hip-hop, rap and dance songs, rather than rock and alternative (played on Popular Contemporary Hit or CHR-pop), although there is some cross-over. Playlists consist of new cutting-edge music, current hits and popular hits of the last six to 12 months. The target audience is people 15 to 30 years of age, and artists played on these stations include 50 Cent, Ja Rule, Jennifer Lopez, LL Cool J, Aaliya, Nelly, and 2 Pac. See e.g., 10,000 Watts U.S. Radio and TV Directory, "Frequently Asked Questions," <http://www.100000watts.com/FAQ.html>, (cited 20 Feb 2003); TVRadioWorld, "Radio Formats," <http://www.tvradioworld.com/directory/Radio_Formats/>, (cited 20 Feb 2003); Radio and Records, "Formats," < http://www.radioandrecords.com/>, (cited 20 Feb 2003).

Table 7: Spot Radio Alcohol Advertising Exposure by Format, 2002

Format	12-20 GRPs			Cumulative African-American 12-20 GRPs	
	African-American	Non-African-American	Ratio	GRPs	% of GRPs
Urban Contemporary	1,134	134	8.48	1,134	53%
Rhythmic Contemporary Hit	350	249	1.41	1,484	69%
Pop Contemporary Hit Radio	250	267	0.94	1,734	81%
Alternative	85	734	0.12	1,819	85%
Other	78	29	2.68	1,897	88%
Adult Contemporary	76	24	3.15	1,973	92%
Urban Adult Contemporary	57	2	35.24	2,030	95%
Talk/Personality	31	70	0.44	2,061	96%
Rhythmic Oldies	19	9	2.00	2,080	97%
New AC (NAC)/Smooth Jazz	19	4	4.39	2,098	98%
Ethnic	8	0	47.77	2,107	98%
All other formats	37	373	0.10	2,144	100%
Total	**2,144**	**1,895**	**1.13**		

Sources: MMI 2002, Arbitron 2002 (19 market total)

Of the 19 markets sampled by the sources used in this report, five accounted for more than 70% of African-American youth exposure to alcohol advertising on radio: New York, Chicago, Los Angeles, Houston-Galveston, and Washington, D.C. Of these five markets, only Los Angeles did not overexpose African-American youth relative to all other youth, although it was found to overexpose youth generally in relation to adults in CAMY's previous study of radio advertising in 2001 and 2002.

Table 8: African-American and Non-African-American Youth Exposure to Alcohol Ads on Spot Radio 2002, by Market[41]

Market	African-American 12-20 GRPs	Non-African-American 12-20 GRPs	Ratio	% of Total African-American 12-20 GRPs	Cumulative % of AA 12-20 GRPs
New York	658	532	1.24	30.7%	30.7%
Chicago	287	179	1.60	13.4%	44.1%
Los Angeles	255	423	0.60	11.9%	55.9%
Houston-Galveston	180	48	3.77	8.4%	64.4%
Washington, D.C.	170	19	8.99	7.9%	72.3%
Miami-Ft. Laud.-Hollywood	139	41	3.37	6.5%	78.8%
Dallas-Ft. Worth	111	129	0.86	5.2%	84.0%
San Francisco	100	120	0.83	4.7%	88.7%
Atlanta	90	52	1.73	4.2%	92.9%
Detroit	82	24	3.44	3.8%	96.7%
Philadelphia	25	41	0.62	1.2%	97.9%
Seattle-Tacoma	16	64	0.25	0.8%	98.6%
Indianapolis	10	27	0.38	0.5%	99.1%
Boston	9	76	0.12	0.4%	99.5%
Denver-Boulder	4	35	0.13	0.2%	99.7%
San Antonio	2	40	0.06	0.1%	99.8%
Nashville	2	5	0.36	0.1%	99.9%
Cincinnati	2	18	0.09	0.1%	100.0%
Honolulu	-	21	-	0.0%	100.0%
Total	**2,144**	**1,895**	**1.13**		

Sources: MMI 2002, Arbitron 2002 (19 market total)

[41] Because GRPs have been calculated on the basis of the 19-market universe covered by MMI, they appear artificially low in this table. For example, the Cincinnati market received far more than two African-American youth GRPs, but the population base of 19 markets renders the GRP figures comparable within that universe, rather than making them accurate for each market individually.

At the brand level, 17 brands accounted for more than 80% of the alcohol advertising delivered to African-American youth on in 2002. All but two of these brands overexposed African-American youth relative to non-African-American youth. Fourteen brands also overexposed total youth relative to total adults. Thus the overexposure of African-American vs. non-African-Ame youth occurred in the larger context of overexposure of total youth vs. total adults. Youth were frequently overexposed to al advertising on radio, and African-American youth were even more overexposed by many leading brands of alcohol because the radio formats and stations used by many alcohol advertisers achieved proportionally higher audiences for African-American youth for all other youth.

Table 9: Brands with Largest African-American Youth Audiences on Spot Radio, 2002

	12-20 GRPs			21+ GRPs		Total GRPs		Cumulative % of 12-20 GRPs	
Brand	**A-A**	**Non-A-A**	**Ratio**	**A-A**	**Non-A-A**	**12-20**	**21+**	**A-A**	**Non-A-A**
Budweiser Beer	231	141	1.65	237	148	157	161	10.8%	7.4%
Michelob Beer	186	85	2.20	205	82	104	99	19.5%	11.9%
Coors Light Beer	171	106	1.60	128	86	118	92	27.5%	17.5%
Miller Lite Beer	163	122	1.33	122	98	129	101	35.0%	23.9%
Heineken Beer	162	115	1.40	109	77	124	81	42.6%	30.0%
Bud Light Beer	131	120	1.09	149	123	122	127	48.7%	36.4%
Amstel Light Beer	117	127	0.93	95	81	125	83	54.2%	43.1%
Miller Genuine Draft Beer	103	68	1.51	80	39	75	45	59.0%	46.7%
Courvoisier Cognac	102	17	5.92	97	5	33	18	63.7%	47.6%
Hennessy Cognac	84	13	6.44	87	7	26	19	67.6%	48.3%
Remy Martin Cognac	58	11	5.44	45	3	19	9	70.3%	48.8%
Martell Cognac	46	3	13.65	67	2	11	12	72.5%	49.0%
Bacardi Silver Malt Beverage	45	41	1.08	34	36	42	36	74.6%	51.2%
Colt 45 Malt Liquor	44	11	4.01	49	3	17	10	76.6%	51.8%
Smirnoff Ice Malt Beverage	28	29	0.95	36	26	29	28	77.9%	53.3%
Seagram's Wine Coolers	24	14	1.69	16	10	16	10	79.0%	54.1%
Sauza Diablo Malt Beverage	23	21	1.10	15	13	21	13	80.1%	55.2%

Sources: MMI 2002, Arbitron 2002

Television

In the absence of data on audiences viewing all television programming in 2002, one way of taking a snapshot of the expos African-American youth to alcohol advertising on television is by looking at advertising on the programs most popular with Af American youth. The Federal Trade Commission (FTC) used this as a means of assessing overall teen (ages 12-17) exposure to hol advertising in 1999, and found that alcohol ads appeared on "at least three of the 15 television shows reported to have the l teen audiences."[42] CAMY repeated this analysis in a previous report on television alcohol advertising and youth, and found al advertising on 13 of the 15 prime time regularly-scheduled programs with the largest teen audiences (ages 12-17) for a sample in 2001.[43]

For this report, CAMY looked at the 15 prime time regularly-scheduled programs with the largest African-American youth aud (ages 12-20) in 2002, and found that alcohol companies spent more than $11.7 million to place alcohol advertisements on all these programs.[44]

[42] Federal Trade Commission, *Self Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers* (Washington, DC: FTC, 1999), 9.

[43] Center on Alcohol Marketing and Youth, *Television: Alcohol's Vast Adland* (Washington, DC: FTC, 1999), 7.

[44] Audience popularity was determined using only prime time airings of these programs. However, ad occurrence and spending data cover all ai of these programs on all outlets, broadcast and cable.

Table 10: 15 Television Programs Most Popular with African-American Youth, 2002

Rank	Program	Network	Network Alcohol Ad Dollars	Spot Alcohol Ad Dollars	Total
1	Girlfriends	UPN	$ 518,500	$ 84,479	$ 602,979
2	One On One	UPN	$ 500,700	$ 62,665	$ 563,365
3	Half And Half	UPN	$ 90,700	$ 6,641	$ 97,341
4	The Parkers	UPN	$ 522,100	$ 62,793	$ 584,893
5	Cedric The Entertainer Presents	FOX	$ 549,500	$ 112,075	$ 661,575
6	Fastlane	FOX	$ 669,000	$ 167,871	$ 836,871
7	Bernie Mac	FOX	$ 2,112,300	$ 835,304	$ 2,947,604
8	The Simpsons	FOX	$ -	$ 2,002,599	$ 2,002,599
9	My Wife And Kids	ABC	$ 118,000	$ 318,939	$ 436,939
10	Smallville	WB	$ -	$ 747,872	$ 747,872
11	King Of The Hill	FOX	$ -	$ 1,195,770	$ 1,195,770
12	WWE Smackdown!	UPN	$ -	$ 66,806	$ 66,806
13	Malcolm In The Middle	FOX	$ -	$ 819,280	$ 819,280
14	George Lopez	ABC	$ -	$ 37,835	$ 37,835
15	The Wonderful World Of Disney	ABC	$ -	$ 139,167	$ 139,167
	TOTAL		**$ 5,080,800**	**$ 6,660,096**	**$ 11,740,896**

Sources: TNS Media Intelligence/CMR 2002 and broadcast television networks. A "-" indicates that no network alcohol advertising was purchased.

Spending on these programs was concentrated among a few brands: the top 10 advertisers accounted for more than 80% of the total spending.

Table 11: Leading Alcohol Brands Advertising on Top 15 African-American Youth TV Programs, 2002

Brand	Network and Cable Dollars	Spot Dollars	Total Dollars	% Dollars	Cumulative %
Heineken Beer	$ 3,088,300	$ 36,804	$3,125,104	26.6%	26.6%
Coors Light	$ -	$ 1,850,411	$1,850,411	15.8%	42.4%
Skyy Blue Malt Beverage	$ 838,500	$ 61,143	$ 899,643	7.7%	50.0%
Amstel Light Beer	$ -	$ 796,782	$ 796,782	6.8%	56.8%
Sam Adams Light	$ 264,300	$ 516,326	$ 780,626	6.6%	63.5%
Coors Beer	$ -	$ 714,503	$ 714,503	6.1%	69.6%
Smirnoff Ice Malt Beverage	$ 507,400	$ 17,790	$ 525,190	4.5%	74.0%
Molson Canadian Beer	$ -	$ 383,966	$ 383,966	3.3%	77.3%
Vibe Malt Beverage	$ -	$ 313,275	$ 313,275	2.7%	80.0%
Zima Clear Malt Beverage	$ -	$ 278,388	$ 278,388	2.4%	82.3%

Source: TNS Media Intelligence/CMR 2002. A "-" indicates that no network or cable alcohol advertising was purchased.

Television is an important medium for alcohol advertising, with more than $1 billion in reported expenditures for network, cable, Spanish-language and spot TV in 2002 alone.[45] Alcohol advertising on BET (Black Entertainment Television) provides a case study in efforts by these companies to reach African-American audiences. Alcohol advertisers placed ads on 86 programs on BET in 2002, but 65% of advertising spending and two-thirds of the ads were on just six programs. According to audience data obtained from BET, youth in general were more likely to see all six of these programs than adults, and four of the six drew disproportionate numbers of African-American youth relative to African-American adults. Spending on these six programs purchased 825 ads at a cost of $1.1 million. Five brands accounted for 98% of the alcohol advertising spending on BET: Corona Extra, Heineken, Budweiser, Bud Light, and Michelob Light.[46]

Table 12: BET Programs with Most Alcohol Advertising, 2002

	2002 Alcohol Advertising		
Program	**Ads**	**Spending**	**% BET $**
Comicview	406	$614,315	35.1%
Midnight Love	144	$156,941	9.0%
The Way We Do It!	67	$121,109	6.9%
BET Tonight	89	$91,183	5.2%
BET Nightly News	83	$88,568	5.1%
How I'm Living	36	$61,601	3.5%
Subtotal top six BET programs by alcohol advertising	825	$1,133,717	64.8%
Remaining 80 BET programs	403	$617,123	35.2%
Total BET	**1,228**	**$1,750,840**	**100.0%**

Sources: TNS MEDIA INTELLIGENCE/CMR 2002, BET.

Conclusion

African-American youth pay more attention to the mass media than other young people and are widely recognized as trendsetters for youth in general. According to Reebok's chief marketing officer Micky Pant, "We target this group with pride because young African Americans set fashion in many, many ways."[47] As the co-founder of an urban market research firm claimed, "The best way to get white kids into a product is to get black kids to buy it."[48]

While they currently drink less than other youth, there is evidence from public health research that as they age African Americans suffer more from alcohol use than the rest of the population. African-American communities have repeatedly charged alcohol companies with targeting them, and some communities have conducted their own research to document over-concentrations of alcohol billboards and outlets in minority neighborhoods.[49] Community protests have extended beyond measured media to alcohol company sponsorships of music events and community festivals, including the use as marketing opportunities of Black History Month and Juneteenth, the time many communities and states have chosen as the official commemoration of the end of slavery in the United States.[50]

This report is the first to document the exposure of African-American youth to these marketing efforts. By providing data about alcohol marketing and African-American youth, the Center seeks to inform policy debates on the appropriate measures to protect African-American youth from overexposure to alcohol advertising and marketing.

[45] TNS Media Intelligence/CMR 2002.

[46] TNS Media Intelligence/CMR 2002.

[47] "Urban Planning: Vendors, Retailers Seek Street Cred with Trendsetters," *Footwear News*, May 20, 2002 <http://www.urbanmca.com/movies/press/footwear_news.htm> (cited 9 June 2003).

[48] Jeffrey Meade, co-founder of Mjini Urban Youth Experts, quoted in M. Newsome and G. Gallop-Goodman, "Your Guide to Cashing in on the Young, Urban Market," *Black Enterprise* (December, 1999): 159-165.

[49] See J. F. Mosher and R. M. Works, *Confronting Sacramento*; D. Jernigan and P. Wright, eds., *Making News, Changing Policy*

[50] M. Alaniz and C. Wilkes, *Pro-Drinking Messages and the Message Environment for Young Adults: The Case of Alcohol Industry Advertising in African American, Mexican American, and Native American Communities*, commissioned by the Addiction Research Foundation (Toronto: Addiction Research Foundation, July 15, 1996).

Appendix A: Sources and Methodology

Sources

Occurrence Data

Television and Magazines
TNS Media Intelligence/CMR (formerly known as Competitive Media Reporting or CMR) reports advertising occurrence and expenditure data in all major media. TNS Media Intelligence/CMR data are reported at the brand level. Only CMR occurrences classified as product advertising were included for this report.

Local Radio
Media Monitors Inc. (MMI) provides a sample of radio advertising occurrences at the brand and/or company level in 19 markets. MMI samples one weekday per week in each market, between 6 a.m. and 7 p.m. or 11 p.m. depending upon the market. MMI does not indicate whether a specific advertising occurrence is for product advertising.

Miller Kaplan Associates (MKA) reports radio advertising expenditures in 32 markets. Virtually all commercial stations in each market participate and provide actual expenditure data under restrictions that prohibit release of any information specific to a particular station. The expenditure information is generally provided at the company level, rather than the individual brand. MKA therefore provides company- and market-level radio advertising reports in 32 markets that are the most accurate measure of alcohol category radio advertising, without providing detailed brand- or station-level data.

Audience Data

Magazines
The Simmons Market Research Bureau Adult Fall 2002 and Teen 2002 National Consumer Surveys were used to estimate African-American and non-African-American exposure to national magazines. Teens ages 12-17 were combined with respondents ages 18-20 from the adult study to create a population base of youth ages 12-20. Both the teen and adult studies are population samples.

A previous report by CAMY of magazine alcohol advertising exposure to youth in 2001[51] used another industry-standard research source, Mediamark Research Inc. Because of differences in methodology and the magazines measured between the two sources, GRP and reach data for MRI and SMRB are not comparable. SMRB data were used for this report and for CAMY's report on exposure of Hispanic youth to alcohol advertising[52] because of the preferable definition of Hispanic populations used in SMRB's data collection.

Arbitron Ratings
Arbitron measures African-American audiences in approximately half of the 300 markets it surveys between two and four times per year. African-American audiences are collected in 18 of the 19 markets (excepting Honolulu) for which alcohol advertising occurrence data were collected.

The Arbitron surveys were used to compare the African-American and the non-African-American youth population ages 12-20 with respect to alcohol advertising exposure for monitored alcohol radio advertising.

Methodology

Magazine occurrences and exposure
TNS Media Intelligence/CMR-generated data in March 2003 for alcohol product advertising occurrences in calendar 2002 were merged with magazine average-issue audience data from the fall 2002 teen and adult SMRB surveys. SMRB audience data were provided for teens ages 12-17 from the teen study, and persons ages 18-20 and adults age 21+ from the adult study. Ages 12-17 and ages 18-20 audience data were combined to provide estimates for ages 12-20. Certain publications were not measured in the teen study, so the ages 12-20 audiences may be understated.

Gross rating points (GRPs) were estimated by applying the aggregated audiences at the brand, category and total levels to the respective populations. A GRP is an expression of gross advertising exposures (including any multiple exposures) as a percentage of a universe (e.g. five million exposures among a population of five million equals 100%, or 100 GRPs).

GRP ratios are a comparison of exposure between two populations for the same advertising.

Radio Occurrences and Exposure
MMI advertising occurrences for calendar 2002 were merged with average quarter-hour radio ratings for the coterminous Arbitron surveys for 2002 in each market (for fall 2002 occurrences, fall 2001 Arbitron data were used) to create demographic advertising impressions for each occurrence and each demographic (African-American and non-African-American, ages 12-20 and age 21+). Impressions were aggregated and divided by the respective aggregated populations for all 19 markets to generate "total universe" GRPs. All GRP comparisons for this report were conducted at the 19-market level.

Audience reach estimates were calculated using IMS (Interactive Market Systems) print media evaluation applications and the SMRB 2002 adult and teen studies. IMS is the leading provider of print media evaluation software for advertising.

[51] Center on Alcohol Marketing and Youth, *Overexposed: Youth a Target of Alcohol Advertising in Magazines*.
[52] Center on Alcohol Marketing and Youth, *Exposure of Hispanic Youth to Alcohol Advertising* (Washington, DC: Center on Alcohol Marketing and Youth, 2003).

Television Occurrences, Expenditures and Exposure

TNS Media Intelligence/CMR advertising occurrences, expenditures and exposure were calculated as follows:

TNS Media Intelligence/CMR advertising occurrences and expenditures were aggregated by network and brand.

A ranking of leading TV programs during the fourth quarter of 2002 (excluding special events or one-time-only programs) among the U.S. African-American pop-ulation ages 12-20, based on industry-standard research sources for African-American TV viewing, was obtained from multiple broadcast networks. Alcohol advertising occurrences in 2002 were then matched against this list to identify the advertising expenditures by program.

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Appendix B – Glossary of Advertising Terms

Advertising exposure is most commonly measured in terms of reach, frequency and rating points. We have provided a glossary of terms for those unfamiliar with this terminology.

For magazines, this report makes use of publication readership data, which are based on audiences, not magazine circulation. Circulation refers to the number of issues purchased or distributed; audience refers to the average number of readers, typically three to ten times greater than circulation.

Reach

Reach is used to describe the percentage of a target population that has the potential to see an ad or a campaign through readership of selected media.

Frequency

Frequency indicates the number of times individuals are exposed to an ad or campaign; it is most often expressed as an average number of exposures.

Rating Points

Rating points, or GRPs (gross rating points), are a measure of total advertising exposure and reflect both reach and frequency. One rating point equals the number of exposures equivalent to one percent of a target population, and it may include repeat exposures. In advertising math, reach x frequency = GRPs:

	75	Reach (% of the potential audience)
x	6.8	Frequency (average number of exposures)
=	510	GRPs or rating points

Composition

Composition is a measure of audience concentration for a particular demographic. If the 12-20 age composition of *Vibe* is 41%, this is a way of stating that 41% of *Vibe*'s audience is between the ages of 12 and 20.

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